WHAT IS CLAIMED IS:

SUB A1>

1. A search method of searching for output information strongly related to input information from a plurality of candidate information, characterized by comprising:

the assignment step of assigning in advance one or a plurality of keywords typically representing information to the input information and each of the plurality of candidate information, and a weight value set in association with information to each keyword;

the arithmetic step of executing a predetermined arithmetic operation for the weight value of each keyword of the input information and the weight value of each keyword of each of the plurality of candidate information; and

the selection step of selecting target output information from the plurality of candidate information on the basis of a sum value of arithmetic results obtained by performing the predetermined arithmetic operation for substantially all keywords of each candidate information in the arithmetic step.

2. The method according to claim 1, characterized in that the predetermined arithmetic operation is multiplication of the weight values, and information having a larger sum value of the arithmetic results is selected as the output information.

3. The method according to claim 2, characterized in that the weight value has a sign determined for each keyword in advance, and when the result of the predetermined arithmetic operation for the weight values of a set of keywords has a relatively large positive value, it is determined that the relation is strong.

4. The method according to claim 1, characterized by further comprising:

the input step of inputting the input information from a predetermined terminal;

the first storage step of storing contents of the plurality of candidate information in an information provider server; and

the second storage step of storing the keywords of each of the plurality of candidate information and the weight values of the keywords in a management server.

5. A search method of searching for output information strongly related to input information from a plurality of candidate information, characterized by comprising:

the registration step of registering in advance one or a plurality of keywords representing selectivity to the input information; and

the selection step of selecting, as the output information, information having a larger number of keywords having values close to the value of the one or

the plurality of keywords from the plurality of candidate information.

6. The method according to claim 5, characterized by further comprising:

the first storage step of storing the plurality of candidate information in an information provider server; and

the second storage step of storing the one or the plurality of keywords representing selectivity to the input information in a management server.

7. The method according to claim 5, characterized in that the input information is specific information corresponding to a predetermined code input by a user, and each of the plurality of candidate information is information to be attached to the specific information and presented to the user.

8. A search method of searching for output information strongly related to input information from a plurality of candidate information, characterized by comprising:

the assignment step of assigning in advance one or a plurality of information keywords typically representing information to the input information and each of the plurality of candidate information, and a weight value set in association with information to each information keyword;

the registration step of registering in advance one or a plurality of user keywords representing selectivity to the input information;

the arithmetic step of executing a predetermined arithmetic operation for the weight value of each of the plurality of information keywords and the weight value of each information keyword of each of the plurality of candidate information;

the calculation step of calculating a sum value of arithmetic results obtained by performing the predetermined arithmetic operation for substantially all information keywords of each candidate information in the arithmetic step;

the quantification step of quantifying the degree of matching between each keyword of each of the plurality of candidate information and said one or the plurality of user keywords; and

the selection step of selecting, as the output information, the largest candidate information from a result obtained by adding quantified values obtained in the quantification step to the sum value.

9. The method according to claim 8, characterized by further comprising storing in advance an apparatus keyword of a terminal apparatus for outputting the output information and a weight value of each apparatus keyword, and taking the weight value of each apparatus

keyword into consideration.

10. A storage medium which stores a program for causing a computer to execute the information providing method of claim 1.

11. An information providing apparatus for executing the information providing method of claim 1.

ADD A2

add D1

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